

Subject: Small Business Saturday Neighborhood Champion message for South Park BID - Laura Hill
Date: Thursday, October 22, 2015 1:53:32 PM Pacific Daylight Time
From: Lynn Bunim
To: Laura Hill

Laura

HUGE THANKS for your time just now! Here is a draft turnkey message for your use.

Obviously it will need a lead in from you....along the lines of what we discussed....

The **Neighborhood Champion** program provides the tools for communities to host events on Small Business Saturday. **To sign up to rally your neighborhood as a Neighborhood Champion, please visit: ShopSmall.com/sbscoalition. After you have done that, click on: [Rally your Neighborhood](#)** and learn how to help rally your neighborhood by:

- ✍ Using your Small Business Saturday Event Kit with Shop Small® merchandise to support the event you plan for your community. (includes shopping bags, balloons, and other promotional items). The Small Business Saturday Event Kits are available while supplies last. See full [Terms of Participation](#) for more details.
- ✍ Encouraging your customers and local neighbors to Shop Small in your community on Small Business Saturday
 - Taking a leadership role in organizing a local event to get your community excited about the day (street fairs, shopping shuttles). For starters, check out shopsmall.com/rally. Here are two of the most popular neighborhood events from last year.
 - **Passport Program: Inspired by Pure Detroit, MI**
 - This small business found a way to get more shoppers into more businesses with the "Small Business Saturday Passport." Host a passport event in your community. [How They Did It](#)
 - **Scavenger Hunt: Inspired by Belair-Edison Neighborhoods, Inc., MD**
 - This organization encouraged people to visit more local small businesses by creating a Scavenger Hunt on the day. Set the course for one in your neighborhood. [How They Did It](#)

Feel free to come back with questions/concerns,
Lynn

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Small Business Saturday, November 28, 2015 — [Join the Small Business Saturday Coalition](#)

WIPP is a national nonpartisan public policy organization advocating on behalf of its coalition of 4.7 million businesswomen including 78 business organizations. WIPP identifies important trends and opportunities and provides a collaborative model for the public and private sectors to increase the economic power of women-owned businesses.

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